

Fall 2009 NCS/NHCS	AUDIENCE (000)			MEDIAN AGE			MEDIAN HH INCOME			AIA CIRC #	READERS PER COPY		
	Total Adults	Total Men	Total Women	Adults	Men	Women	Adults	Men	Women		Adults	Men	Women
AARP, THE MAGAZINE	26,837	11,155	15,681	65	65	64	\$52,880	\$59,470	\$47,810	24,371,637	1.10	0.46	0.64
ALLURE	3,775	735	3,040	36	40	35	\$61,560	\$51,370	\$64,320	1,080,545	3.49	0.68	2.81
AMERICAN BABY	3,293	453	2,840	31	35	31	\$50,260	\$51,110	\$50,110	2,002,812	1.64	0.23	1.42
AMERICAN RIFLEMAN	3,771	3,413	359	55	54	57	\$67,980	\$69,660	\$52,060	1,725,176	2.19	1.98	0.21
AMERICAN WAY (AMERICAN AIRLINES)	1,591	793	798	49	50	47	\$118,680	\$135,260	\$104,470	320,508	4.96	2.47	2.49
ARCHITECTURAL DIGEST	1,787	789	998	53	47	58	\$84,740	\$90,270	\$81,840	850,717	2.10	0.93	1.17
ARTHRITIS TODAY	2,197	654	1,543	61	61	62	\$45,540	\$52,320	\$42,050	760,412	2.89	0.86	2.03
AUTOMOBILE	1,883	1,646	237*	48	49	40*	\$59,860	\$65,000	\$42,060*	571,321	3.30	2.88	0.41*
AW: AUTOWEEK	1,296	1,126	170*	48	48	45*	\$64,000	\$68,880	\$27,110*	279,705	4.63	4.03	0.61*
BABY TALK	3,386	721*	2,665	30	32*	29	\$49,930	\$73,920*	\$42,140	N/A	N/A	N/A	N/A
BARRON'S	1,067	798	269	52	53	48	\$108,310	\$122,370	\$78,050	303,034	3.52	2.63	0.89
BASSMASTER	2,335	2,081	254*	51	50	56*	\$58,690	\$61,420	\$23,180*	517,816	4.51	4.02	0.49*
BETTER HOMES AND GARDENS	22,614	3,498	19,116	56	58	55	\$61,820	\$62,150	\$61,740	7,621,786	2.97	0.46	2.51
BICYCLING MAGAZINE	1,195	934	261*	45	45	48*	\$85,230	\$90,560	\$72,140*	438,675	2.72	2.13	0.59*
BLACK ENTERPRISE	2,318	1,183	1,135	45	43	47	\$51,840	\$63,720	\$40,340	527,355	4.40	2.24	2.15
BOATING	929	725	204*	51	52	49*	\$49,950	\$48,160	\$57,120*	170,211	5.46	4.26	1.20*
BON APPETIT	3,884	966	2,918	53	53	53	\$81,140	\$94,260	\$75,670	1,341,816	2.89	0.72	2.17
BRIDE'S	1,531	219*	1,312	41	49*	39	\$46,700	\$43,830*	\$47,540	309,788	4.94	0.71*	4.24
ARTHUR FROMMER'S BUDGET TRAVEL	1,869	886	983	51	52	50	\$75,010	\$62,250	\$84,570	689,981	2.71	1.28	1.42
BUSINESS WEEK	3,469	2,256	1,214	49	52	42	\$86,240	\$98,660	\$74,220	917,568	3.78	2.46	1.32
CAR AND DRIVER	4,552	4,026	526	45	45	46	\$70,100	\$72,390	\$56,220	1,331,996	3.42	3.02	0.39
CAR CRAFT	1,764	1,523	241*	43	44	34*	\$52,510	\$51,180	\$65,160*	227,611	7.75	6.69	1.06*
CONDE NAST TRAVELER	2,273	1,075	1,198	51	49	53	\$84,060	\$88,450	\$79,650	818,492	2.78	1.31	1.46
CONSUMER REPORTS	11,627	7,057	4,570	59	60	57	\$75,740	\$74,720	\$77,720	N/A	N/A	N/A	N/A
CONTINENTAL	1,462	889	573	47	50	45	\$91,140	\$101,450	\$76,090	357,744	4.09	2.49	1.60
COOKING LIGHT	7,271	879	6,392	51	54	51	\$72,120	\$74,530	\$71,760	1,773,429	4.10	0.50	3.60
COSMOPOLITAN	8,771	1,268	7,502	31	37	30	\$71,550	\$62,660	\$73,890	3,001,894	2.92	0.42	2.50
COUNTRY LIVING	5,617	814	4,803	57	57	57	\$60,280	\$53,390	\$61,300	1,617,424	3.47	0.50	2.97
COUNTRY WEEKLY	1,556	531*	1,025	55	54*	55	\$38,850	\$44,540*	\$36,730	74,431	20.91	7.13*	13.77
CYCLE WORLD	1,514	1,357	157*	44	43	47*	\$67,420	\$66,060	\$77,460*	310,971	4.87	4.36	0.50*
DISCOVER	2,722	1,617	1,105	49	47	51	\$57,020	\$64,110	\$45,990	715,369	3.81	2.26	1.54
EBONY	6,674	2,397	4,278	45	44	46	\$42,130	\$51,740	\$39,290	1,169,870	5.70	2.05	3.66
ELLE	3,253	548*	2,705	39	39*	39	\$74,520	\$81,800*	\$72,550	1,125,648	2.89	0.49*	2.40
ELLE DECOR	1,428	281*	1,148	50	46*	51	\$75,540	\$67,800*	\$77,410	520,595	2.74	0.54*	2.21
ENDLESS VACATION	1,964	962	1,002	53	53	52	\$87,110	\$100,390	\$76,870	1,834,277	1.07	0.52	0.55
ENTERTAINMENT WEEKLY	5,612	2,554	3,058	43	40	46	\$70,650	\$68,990	\$72,350	1,797,675	3.12	1.42	1.70
ESPN THE MAGAZINE	5,027	4,206	821	36	35	36	\$71,740	\$73,870	\$54,500	2,081,456	2.42	2.02	0.39
ESQUIRE	2,202	1,631	571	48	49	47	\$63,630	\$74,730	\$40,900	716,538	3.07	2.28	0.80
ESSENCE	3,890	928	2,962	40	39	41	\$43,480	\$60,820	\$40,050	1,071,916	3.63	0.87	2.76
EVERY DAY WITH RACHAEL RAY	4,085	464	3,621	48	48	48	\$70,540	\$62,090	\$72,060	1,786,605	2.29	0.26	2.03
FAMILY CIRCLE	14,936	1,091	13,845	57	53	57	\$55,060	\$58,480	\$54,710	3,823,253	3.91	0.29	3.62
FAMILYFUN	3,683	460*	3,223	38	38*	38	\$70,330	\$61,530*	\$71,420	2,198,006	1.68	0.21*	1.47
FIELD & STREAM	4,131	3,574	558	51	51	52	\$61,840	\$63,600	\$46,280	1,501,301	2.75	2.38	0.37
FIRST FOR WOMEN	2,880	303*	2,577	49	51*	48	\$57,050	\$40,700*	\$61,160	1,251,821	2.30	0.24*	2.06
FITNESS	4,213	1,125	3,088	40	43	39	\$65,560	\$56,520	\$72,150	1,514,676	2.78	0.74	2.04
FOOD & WINE	3,672	1,335	2,337	50	50	49	\$85,290	\$92,310	\$81,820	954,615	3.85	1.40	2.45
FORBES	2,763	2,001	762	55	55	54	\$78,440	\$85,520	\$59,280	920,873	3.00	2.17	0.83
FORTUNE	1,959	1,359	600	52	52	51	\$87,010	\$90,980	\$79,800	856,372	2.29	1.59	0.70
FOUR WHEELER	1,216	1,022	194*	38	39	36*	\$62,740	\$65,940	\$45,810*	200,057	6.08	5.11	0.97*

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GAMEPRO	2,021	1,750	271*	30	30	30*	\$52,160	\$53,730	\$37,650*	N/A	N/A	N/A	N/A
GLAMOUR	6,886	904	5,983	38	40	38	\$74,630	\$72,070	\$75,210	2,448,119	2.81	0.37	2.44
GLOBE	2,392	838	1,555	48	46	50	\$42,970	\$46,800	\$41,550	352,977	6.78	2.37	4.41
GOLF DIGEST	4,181	3,437	744	56	56	56	\$84,540	\$85,860	\$78,380	1,677,190	2.49	2.05	0.44
GOLF MAGAZINE	3,319	2,854	465	55	55	59	\$92,910	\$96,320	\$75,590	1,447,827	2.29	1.97	0.32
GOOD HOUSEKEEPING	15,249	1,406	13,844	57	52	58	\$60,170	\$60,700	\$60,080	4,652,904	3.28	0.30	2.98
GOURMET MAGAZINE	3,138	884	2,254	52	53	52	\$81,440	\$81,560	\$81,430	N/A	N/A	N/A	N/A
GQ	2,516	1,855	661	38	40	33	\$77,670	\$84,860	\$54,580	894,005	2.81	2.07	0.74
GUNS & AMMO	3,452	3,099	353*	50	50	48*	\$61,670	\$62,880	\$48,150*	413,239	8.35	7.50	0.85*
HARPER'S BAZAAR	2,083	433*	1,650	43	43*	43	\$67,470	\$74,800*	\$65,360	732,642	2.84	0.59*	2.25
HEALTH	3,727	629	3,098	51	54	50	\$68,470	\$64,840	\$69,640	1,385,997	2.69	0.45	2.24
HEMISPHERES (UNITED AIRLINES)	1,094	576	518	47	48	47	\$115,810	\$143,600	\$97,310	N/A	N/A	N/A	N/A
HOT ROD	3,721	3,292	429	45	46	42	\$56,790	\$59,280	\$48,300	657,151	5.66	5.01	0.65
HOUSE BEAUTIFUL	4,204	675	3,529	57	55	57	\$58,540	\$52,970	\$60,200	845,058	4.97	0.80	4.18
INC.	900	555	345	46	44	48	\$69,500	\$80,430	\$51,120	715,310	1.26	0.78	0.48
INSTYLE	4,770	594	4,176	40	40	40	\$73,140	\$60,290	\$75,340	1,788,162	2.67	0.33	2.34
IN TOUCH WEEKLY	6,356	798	5,558	36	37	36	\$70,420	\$71,750	\$70,230	790,395	8.04	1.01	7.03
JET	6,685	2,389	4,296	45	44	45	\$39,530	\$40,770	\$38,680	795,055	8.41	3.00	5.40
KIPLINGER'S PERSONAL FINANCE	1,881	1,285	596	57	58	53	\$93,040	\$102,980	\$65,140	810,760	2.32	1.58	0.74
LADIES' HOME JOURNAL	10,118	940	9,178	60	55	60	\$55,790	\$58,280	\$55,480	3,858,773	2.62	0.24	2.38
LUCKY	2,591	469	2,122	39	39	40	\$74,120	\$50,850	\$79,050	1,128,673	2.30	0.42	1.88
MACWORLD	1,165	804	360	46	44	49	\$81,900	\$93,830	\$64,100	253,708	4.59	3.17	1.42
MAD MAGAZINE	1,687	1,284	403	42	42	40	\$42,020	\$37,490	\$67,500	N/A	N/A	N/A	N/A
MARIE CLAIRE	3,045	273*	2,771	38	39*	38	\$72,280	\$65,120*	\$73,020	970,332	3.14	0.28*	2.86
MARTHA STEWART LIVING	5,881	498	5,383	54	51	55	\$65,760	\$47,500	\$67,460	2,091,608	2.81	0.24	2.57
MAXIM	6,442	4,920	1,522	32	33	30	\$76,840	\$77,730	\$72,940	2,513,734	2.56	1.96	0.61
MEN'S FITNESS	2,716	2,328	388	38	38	38	\$72,030	\$71,210	\$78,870	602,658	4.51	3.86	0.64
MEN'S HEALTH	5,755	4,950	805	42	41	44	\$78,020	\$80,400	\$66,540	1,866,231	3.08	2.65	0.43
MEN'S JOURNAL	1,420	1,125	295*	45	46	43*	\$74,690	\$75,920	\$65,940*	735,654	1.93	1.53	0.40*
METROPOLITAN HOME	1,982	546	1,436	54	53	54	\$62,230	\$54,160	\$63,890	563,806	3.52	0.97	2.55
MIDWEST LIVING	2,349	405	1,944	59	65	57	\$68,790	\$56,520	\$71,280	993,319	2.36	0.41	1.96
MODERN BRIDE	850	224*	626	35	33*	36	\$55,980	\$31,520*	\$63,280	N/A	N/A	N/A	N/A
MONEY MAGAZINE	4,545	2,950	1,595	54	54	54	\$82,220	\$80,070	\$86,580	1,936,170	2.35	1.52	0.82
MORE	2,090	211*	1,879	53	49*	53	\$67,230	\$50,170*	\$70,460	1,356,184	1.54	0.16*	1.39
MOTOR TREND MAGAZINE	4,247	3,783	464	50	50	48	\$72,800	\$74,190	\$61,490	1,138,289	3.73	3.32	0.41
MUSCLE & FITNESS	2,634	2,125	509	36	36	39	\$60,950	\$58,000	\$71,370	409,386	6.43	5.19	1.24
NATIONAL EXAMINER	2,176	701	1,475	46	44	47	\$46,510	\$56,050	\$35,430	N/A	N/A	N/A	N/A
NATIONAL GEOGRAPHIC	19,518	10,392	9,125	54	54	54	\$66,640	\$69,330	\$63,720	4,495,931	4.34	2.31	2.03
NATIONAL GEOGRAPHIC ADVENTURE	1,961	1,103	858	44	45	43	\$74,230	\$78,930	\$65,350	626,013	3.13	1.76	1.37
NATIONAL GEOGRAPHIC TRAVELER	3,084	1,706	1,378	49	50	48	\$70,140	\$74,500	\$65,230	726,192	4.25	2.35	1.90
NATURAL HISTORY	1,058	671	387	53	53	53	\$49,610	\$47,960	\$51,760	187,442	5.64	3.58	2.06
NEW YORK MAGAZINE	1,373	490	883	50	51	48	\$85,330	\$80,940	\$88,620	408,622	3.36	1.20	2.16
NEWSWEEK	10,698	6,124	4,574	56	55	56	\$76,480	\$78,500	\$73,400	1,972,219	5.42	3.11	2.32
NORTH AMERICAN FISHERMAN	2,301	2,040	262*	49	49	49*	\$46,490	\$48,270	\$28,990*	456,117	5.04	4.47	0.57*
NORTH AMERICAN HUNTER	3,568	3,215	353*	49	49	50*	\$60,880	\$62,540	\$47,180*	810,842	4.40	3.97	0.44*
O, THE OPRAH MAGAZINE	8,400	774	7,626	51	55	50	\$64,950	\$66,110	\$64,830	2,479,722	3.39	0.31	3.08
OFFICIAL XBOX MAGAZINE	1,063	829	234*	31	29	42*	\$42,010	\$46,950	\$12,190*	N/A	N/A	N/A	N/A
OUTDOOR LIFE	3,612	3,194	418	50	49	50	\$46,340	\$47,350	\$31,580	805,063	4.49	3.97	0.52
OUTSIDE	1,115	864	250*	48	51	43*	\$88,910	\$90,380	\$84,940*	686,719	1.62	1.26	0.36*

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PARENTS	5,324	597	4,727	34	36	33	\$63,100	\$69,470	\$62,420	2,214,154	2.40	0.27	2.13
PC GAMER	1,045	839	206*	34	33	44*	\$60,760	\$64,780	\$44,330*	N/A	N/A	N/A	N/A
PC MAGAZINE	1,116	900	216*	45	44	48*	\$77,810	\$83,140	\$53,980*	N/A	N/A	N/A	N/A
PC WORLD	1,470	1,169	301	51	52	50	\$71,880	\$72,830	\$66,710	487,017	3.02	2.40	0.62
PENTHOUSE	1,910	1,515	394*	34	34	36*	\$40,270	\$41,100	\$37,020*	213,187	8.96	7.11	1.85*
PEOPLE MAGAZINE	29,014	6,319	22,694	48	50	47	\$73,400	\$78,720	\$71,660	3,613,902	8.03	1.75	6.28
PETERSEN'S 4WHEEL & OFF-ROAD	1,841	1,541	299*	37	39	33*	\$61,820	\$65,010	\$37,130*	303,527	6.07	5.08	0.99*
PETERSEN'S HUNTING	2,581	2,216	365*	50	50	50*	\$60,320	\$62,830	\$36,090*	229,041	11.27	9.68	1.59*
PLAYBOY	7,579	6,117	1,462	39	40	37	\$61,080	\$61,270	\$59,320	2,021,751	3.75	3.03	0.72
PLAYSTATION: THE OFFICIAL	1,479	1,087	392*	29	29	29*	\$39,810	\$39,810	\$40,170*	N/A	N/A	N/A	N/A
POPULAR MECHANICS	4,294	3,846	448	54	54	48	\$65,140	\$63,900	\$76,520	1,224,228	3.51	3.14	0.37
POPULAR PHOTOGRAPHY & IMAGING	1,049	726	322	46	50	40	\$81,130	\$83,190	\$74,240	358,939	2.92	2.02	0.90
POPULAR SCIENCE	3,530	2,973	557	50	51	45	\$68,290	\$69,130	\$61,550	1,301,692	2.71	2.28	0.43
PREVENTION	6,580	837	5,743	57	59	57	\$57,140	\$63,760	\$55,970	2,900,193	2.27	0.29	1.98
READER'S DIGEST	19,570	7,128	12,442	59	61	58	\$54,990	\$57,870	\$53,220	7,114,955	2.75	1.00	1.75
REAL SIMPLE	3,976	305*	3,671	48	45*	48	\$84,010	\$74,300*	\$84,800	2,014,428	1.97	0.15*	1.82
REDBOOK	5,407	426*	4,981	51	48*	51	\$62,510	\$73,270*	\$61,560	2,225,701	2.43	0.19*	2.24
ROAD & TRACK	3,234	2,965	270*	47	47	41*	\$66,410	\$70,050	\$25,320*	719,881	4.49	4.12	0.38*
ROLLING STONE	5,172	2,898	2,274	35	37	33	\$74,130	\$80,650	\$63,970	1,470,738	3.52	1.97	1.55
RUNNER'S WORLD	1,493	806	687	43	48	39	\$101,000	\$87,800	\$120,080	682,811	2.19	1.18	1.01
SCIENTIFIC AMERICAN	1,639	1,023	616	51	50	53	\$78,190	\$85,390	\$69,750	599,840	2.73	1.71	1.03
SELF MAGAZINE	3,821	511*	3,311	41	41*	41	\$79,140	\$57,700*	\$82,510	1,498,922	2.55	0.34*	2.21
SEVENTEEN	3,672	625	3,046	25	32	23	\$55,530	\$54,580	\$55,770	2,071,395	1.77	0.30	1.47
SHAPE	3,790	479	3,311	37	39	36	\$88,090	\$61,980	\$91,780	1,672,667	2.27	0.29	1.98
SKY (DELTA AIRLINES)	3,404	1,619	1,785	48	49	47	\$101,640	\$114,880	\$89,930	600,046	5.67	2.70	2.97
SMARTMONEY	1,702	1,173	529	52	52	52	\$86,500	\$94,320	\$67,500	812,602	2.09	1.44	0.65
SMITHSONIAN	5,072	2,439	2,632	63	64	63	\$65,570	\$68,840	\$62,550	2,022,838	2.51	1.21	1.30
SOAP OPERA DIGEST	2,628	368*	2,259	50	47*	50	\$49,730	\$58,640*	\$48,290	487,629	5.39	0.75*	4.63
SOAP OPERA WEEKLY	1,982	352*	1,630	48	48*	48	\$47,190	\$46,050*	\$47,410	170,750	11.61	2.06*	9.55
SOUTHERN LIVING	9,449	1,760	7,689	58	59	58	\$71,570	\$85,800	\$67,720	2,855,973	3.31	0.62	2.69
SPIRIT (SOUTHWEST AIRLINES)	1,861	930	931	49	49	50	\$79,730	\$83,880	\$75,430	470,595	3.95	1.98	1.98
SPORTING NEWS	2,266	2,033	233*	50	49	54*	\$56,910	\$55,620	\$69,150*	540,312	4.19	3.76	0.43*
SPORTS ILLUSTRATED	13,582	11,404	2,178	45	45	45	\$77,990	\$78,700	\$73,160	3,201,524	4.24	3.56	0.68
STAR	9,060	1,700	7,360	40	39	41	\$60,740	\$61,780	\$60,540	1,035,713	8.75	1.64	7.11
SUNSET	3,216	875	2,341	58	57	58	\$80,090	\$84,680	\$78,380	1,232,559	2.61	0.71	1.90
TENNIS	1,121	497	624	50	53	48	\$67,160	\$68,440	\$66,100	606,799	1.85	0.82	1.03
TEXAS MONTHLY	1,056	506	550	53	54	53	\$80,810	\$77,620	\$83,100	301,153	3.51	1.68	1.83
THE AMERICAN LEGION	3,259	2,451	808	68	68	70	\$51,270	\$52,270	\$47,570	2,311,086	1.41	1.06	0.35
THE ATLANTIC MONTHLY	1,094	664	431	52	53	50	\$89,320	\$101,850	\$75,350	471,548	2.32	1.41	0.91
THE ECONOMIST	1,660	1,087	573	46	46	45	\$121,370	\$123,760	\$117,710	813,240	2.04	1.34	0.70
THE FAMILY HANDYMAN	5,992	4,287	1,705	54	55	52	\$67,860	\$68,700	\$64,720	1,164,905	5.14	3.68	1.46
THE NATIONAL ENQUIRER	6,770	2,436	4,334	50	48	51	\$47,630	\$51,530	\$45,450	789,982	8.57	3.08	5.49
THE NEW YORKER	2,942	1,332	1,610	57	56	57	\$78,520	\$80,620	\$76,850	1,040,103	2.83	1.28	1.55
THE SOURCE	1,148	683	466	33	33	32	\$43,870	\$44,560	\$43,380	N/A	N/A	N/A	N/A
TIME	18,868	10,707	8,161	52	53	52	\$71,250	\$72,430	\$69,520	3,329,429	5.67	3.22	2.45
TOWN & COUNTRY	1,425	319*	1,107	57	60*	56	\$52,890	\$49,610*	\$54,710	455,364	3.13	0.70*	2.43
TRADITIONAL HOME	2,265	368	1,898	54	46	56	\$74,640	\$58,090	\$77,360	980,363	2.31	0.38	1.94
TRAVEL + LEISURE	2,314	1,018	1,295	53	54	52	\$87,950	\$92,540	\$84,980	963,707	2.40	1.06	1.34
TV GUIDE	9,961	4,348	5,614	55	54	56	\$53,930	\$55,880	\$52,420	2,416,620	4.12	1.80	2.32
US AIRWAYS	1,617	910	707	52	52	52	\$86,010	\$94,660	\$77,850	344,181	4.70	2.64	2.05

Fall 2009 NCS/NHCS	AUDIENCE (000)			MEDIAN AGE			MEDIAN HH INCOME			AIA CIRC #	READERS PER COPY		
	Total Adults	Total Men	Total Women	Adults	Men	Women	Adults	Men	Women		Adults	Men	Women
U.S. NEWS & WORLD REPORT	6,062	4,011	2,051	58	58	59	\$60,920	\$61,970	\$58,020	1,188,933	5.10	3.37	1.73
US WEEKLY	9,291	1,459	7,832	36	37	35	\$74,600	\$70,810	\$75,260	1,902,355	4.88	0.77	4.12
VANITY FAIR	4,387	1,371	3,016	48	49	47	\$76,700	\$85,160	\$72,340	1,251,101	3.51	1.10	2.41
VOGUE	4,855	667	4,188	41	40	41	\$69,410	\$78,000	\$67,980	1,240,800	3.91	0.54	3.38
W MAGAZINE	1,332	330*	1,002	49	49*	50	\$68,240	\$72,000*	\$66,870	453,735	2.94	0.73*	2.21
WEIGHT WATCHERS	3,535	428	3,107	53	55	53	\$60,350	\$54,530	\$61,200	1,285,395	2.75	0.33	2.42
WIRED	1,536	911	624	40	39	44	\$74,420	\$99,040	\$60,720	754,574	2.04	1.21	0.83
WOMAN'S DAY	14,321	975	13,346	56	50	56	\$55,970	\$55,420	\$56,030	3,966,414	3.61	0.25	3.36
WOMAN'S WORLD	8,289	680	7,609	55	54	55	\$52,240	\$54,980	\$51,890	1,275,890	6.50	0.53	5.96
WORKBENCH	1,345	928	417	57	59	54	\$57,630	\$56,730	\$59,620	N/A	N/A	N/A	N/A
WORKING MOTHER	1,261	217*	1,044	42	51*	40	\$66,590	\$49,510*	\$71,150	828,330	1.52	0.26*	1.26
YANKEE	1,734	880	854	56	53	61	\$67,400	\$77,710	\$56,250	362,658	4.78	2.43	2.35
ENGLISH-LANGUAGE HISPANIC MARKET MAGAZINES													
LOWRIDER	2,133	1,698	435	34	33	42	\$49,230	\$51,060	\$40,070	57,270	37.24	29.65	7.60
HISPANIC MAGAZINE	1,052	492	560	45	48	44	\$61,360	\$58,400	\$62,930	306,422	3.43	1.61	1.83
LATINA STYLE	861	311	550	48	49	47	\$48,970	\$46,000	\$52,720	N/A	N/A	N/A	N/A
URBAN LATINO	711	340	370	44	50	39	\$46,710	\$50,230	\$39,520	N/A	N/A	N/A	N/A
SPANISH-LANGUAGE HISPANIC MARKET MAGAZINES (HISPANICS ONLY)													
AARP SEGUNDA JUVENTUD	488	251	237	59	59	58	\$54,300	\$82,000	\$43,220	N/A	N/A	N/A	N/A
AUTOMUNDO	499	360	139*	31	31	30*	\$50,670	\$48,990	\$60,430*	60,036	8.31	6.00	2.32*
CASA & ESTILO INTERNACIONAL	280	106*	174	40	39*	41	\$35,150	\$35,940*	\$34,240	N/A	N/A	N/A	N/A
COSMOPOLITAN EN ESPANOL	1,201	254	948	35	38	35	\$45,750	\$32,540	\$50,470	99,431	12.08	2.55	9.53
ESPN DEPORTES LA REVISTA	588	455	133*	37	37	41*	\$51,530	\$47,370	\$56,880*	N/A	N/A	N/A	N/A
FAMA MAGAZINE	375	148*	226	40	34*	44	\$42,560	\$35,530*	\$48,430	N/A	N/A	N/A	N/A
FURIA MUSICAL	707	287	420	33	31	35	\$35,120	\$41,100	\$31,640	N/A	N/A	N/A	N/A
HARPERS BAZAAR EN ESPANOL	351	111*	240	41	37*	42	\$46,010	\$36,020*	\$50,880	N/A	N/A	N/A	N/A
MAXIM EN ESPANOL	601	439	162	33	33	32	\$58,260	\$65,300	\$36,110	N/A	N/A	N/A	N/A
MIRA!	932	298	633	38	40	37	\$38,610	\$36,500	\$39,590	30,965	30.10	9.62	20.44
NATIONAL GEOGRAPHIC EN ESPANOL	1,352	756	596	42	44	40	\$40,620	\$41,660	\$38,100	N/A	N/A	N/A	N/A
NEWSWEEK EN ESPANOL	583	312	270	47	48	44	\$52,690	\$63,210	\$44,760	N/A	N/A	N/A	N/A
PEOPLE EN ESPANOL	2,957	931	2,026	37	39	36	\$45,160	\$44,360	\$45,550	571,084	5.18	1.63	3.55
SER PADRES	761	201	560	36	37	36	\$32,650	\$36,230	\$31,900	707,426	1.08	0.28	0.79
SIEMPRE MUJER	562	96.5*	465	35	29*	36	\$38,220	\$54,620*	\$36,940	458,873	1.22	0.21*	1.01
TV NOTAS	1,622	614	1,008	36	40	35	\$38,700	\$38,460	\$38,910	48,504	33.44	12.66	20.78
TV Y NOVELAS	2,483	874	1,609	38	39	37	\$35,710	\$33,750	\$37,400	183,864	13.50	4.75	8.75
VANIDADES	2,089	548	1,541	41	42	41	\$36,760	\$38,220	\$36,100	140,971	14.82	3.89	10.93
ENGLISH- & SPANISH-LANGUAGE HISPANIC MARKET MAGAZINES (HISPANICS ONLY)													
LATINA	1234	324	909	38	39	38	\$57,950	\$52,730	\$59,500	508,002	2.43	0.64	1.79

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 Experian Simmons Fall 2009 Full Year Study
 *Denotes sample size < 125